

## ABSTRACT OF THE DISCLOSURE

In an e-commerce system which rearranges merchandise information pieces distributed to a consumer to match preferences of the consumer based on a personal profile with which various keywords contained in the merchandise information pieces and evaluation values corresponding to the keywords are registered where the evaluation values are learned in advance based on preferences of the consumer, while withdrawing a charge of merchandise from an account designated by the consumer to pay to the seller when receiving an order from the rearranged merchandise information pieces, an order for merchandise from the merchandise information pieces distributed to one consumer is placed using the personal profile of another consumer.

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